



The Business of Science Quiz

Have you read through the feature on Aquapharm in Next Steps? 'Cos this may not mean too much to you if you haven't!

1) Biotech is short for...

Bionic Technicians
Biological Technology
Biotic Technocrats

2) If you want your company to earn money right now you need a plan. What type of plan?

A Long Term Plan
A Short Term Plan
A Mid Term Plan

3) You need money to get your company off the ground. So you need...

Inventors
Invertebrates
Investors

4) In business terms 'risk' means....

No guarantee
Cast iron guarantee
No quarantine

5) Making sure you meet and talk to the right people to help you in your business is called

Netknitting
Webworking
Networking



6) Local Business Development Agencies will encourage you to set up in their area because

You'll make them look good
You'll encourage other business to their area
You'll get some good scenery

7) Telling people about your company is called

Marketing
Matrixing
Matressing

8) If you're serious about making your company successful you'll really need to know about

Where to buy a great coffee machine
How to order paper clips
Company accounting

9) If your company floats on the stock exchange you'll suddenly have

To get a boat
A lot of cash
A soggy towel

10) R and D in a science company stands for...

Reacts and Divides
Replicate and Design
Research and Development

11) The 'market' for a product is...

Where it's sold
Who's doing the selling
How much people will pay for it

12) Intellectual Property is

Ownership of an idea and the right to make money out of it
The fact that your brain belongs to you
The buildings of a University



The Business of Science Answers

- 1) Biotechnology
- 2) A short term plan
- 3) Investors
- 4) No guarantee
- 5) Networking
- 6) You'll encourage other businesses to their area
- 7) Marketing
- 8) Company accounting
- 9) A lot of cash
- 10) Research and Development
- 11) How much people will pay for it
- 12) Ownership of an idea and the right to make money out of it